



OUR BOOTH AT THE BATTERY SHOW – SEP 2018, NOVI, MI, USA

IRISO USA, Inc

Oct 2018

2018 - The Battery Show

by Maryan Mora – IRISO USA, Inc: Inside Sales Specialist

The Battery Show is one of the largest trade fairs for advanced battery technology in North America. Held on September 11-13th at the Suburban Collection Showplace in Novi, MI, this year's show marked the first time Iriso U.S.A. participated as an exhibitor. More than 600 leading suppliers, manufacturers, and service providers from across the supply chain industry displayed thousands of designs, production, and manufacturing solutions; including battery systems, materials, components, testing and recycling. Industries included automotive, utilities, renewable energy, grid, power tools, and electronics.

As a global manufacturer of electronic plug connectors, IRISO U.S.A. aspires to provide value to any process and focuses not only on the products we sell, but on the application of those products, to help solve bigger problems. Our products are inspired from passion and built to last. Iriso is most recognized for its revolutionary board-to-board connectors, which lessen the stress of misalignment of mating. Through the use superior materials and proprietary technologies, we are creating products of unparalleled quality, setting us apart from the competition.

There was certainly energy in the room as people moved about the show and checked out seemingly endless displays, activities, and presentations. IRISO's sales associates and engineers stayed busy eagerly discussing today's battery pack design requirements and challenges to attendees. Our booth had on display 23 different types of connectors, classified in four different categories: B to B (High Frequency, Z move, High current), Interface, Pin Header, and FPC/FFC (Flip I lock, Side I lock, and Auto I lock). The most unique item on display, which sets Iriso apart from our competition, was our patented Z-Move connector. The Z-Move connector has the structure that allows the connector to move in Z-axis with a fixed contact point, while allowing it to float in the X and Y direction as well. It mitigates misalignment and enhances vibration resistance of the board-to-board connection.

Participating in The Battery Show was a fantastic opportunity to gain some exposure for our organization and gave us a chance to offer a preview of new products and innovations to come. It seemed like 3 days was not enough time to see all, so we can't wait to attend again in 2019! In the meantime, we are getting ready for Electronica held on the 13th-16th of November in Munich Germany, so please come visit us at hall C2, Booth 512.

THE **BATTERY** SHOW
NORTH AMERICA 2018
September 11-13
Novi, MI
Booth #1118

IRISO

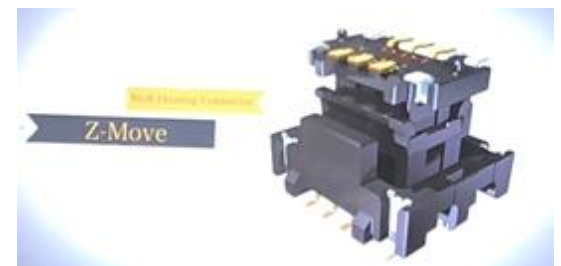


Suburban Collection Showplace, Novi, MI



Posing for a quick pic in front of our booth

Shigeo Tajima – Transfer Program Manager & Coordinator(left) and Roy Thorson – VP of Operation



IRISO's Z-Move™: 10120 Series
3-Direction Floating Connector

We had a great time to seeing you all!



Thanks to Kyle Parker – Account Manager(left) who was a lead organizer for this successful event and Saurabh Wakchaure – Product Engineer(right), shared deep knowledge of our connector technology during a show.



Kelly Joseph – Inside Sales Manager(left) and Apurv Chavan – Product Engineer enjoyed the opportunity to show our products.

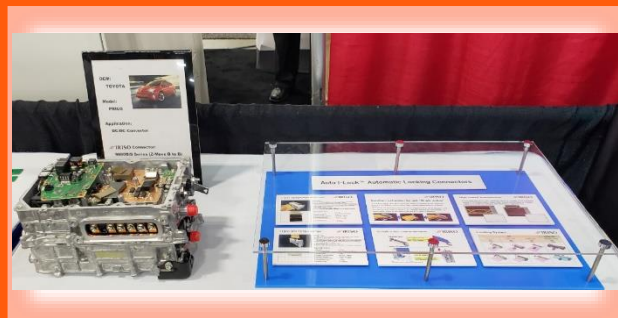


IRISO USA President, Aki Ohira also stopped by and posed for a quick photo with awesome cars.



IRISO USA, Inc

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